

FASHION CALENDAR

Issue of OCT 25 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 22, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Oct. 22	SPRING, 1944 FASHION LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
	The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Individual opening dates follow:		
	<u>NOW SHOWING</u>		<u>TUESDAY, OCTOBER 26</u>
	CAPRI FROCKS, INC.	1372 B'WAY	MARTIN SIMON, INC. 498 7TH AVE.
	DEITSCH, WERSBA & COPPOLA	512 7TH AVE.	
	FRED GREENBERG	550 " "	<u>WEDNESDAY, OCTOBER 27</u>
	A. GOODMAN & CO.	530 " "	ED GERRICK, INC. 550 7TH AVE.
	JOSEPH HALPERT	" " "	
	HORWITZ & DUBERMAN	498 " "	<u>THURSDAY, OCTOBER 28</u>
	INTERNATIONAL DRESS	1400 B'WAY	FOX-BROWNIE, INC. 498 7TH AVE.
	JUNIOR LEAGUE FROCKS	1372 "	
	KAPLAN & GRABOIS	498 7TH AVE.	<u>MONDAY, NOVEMBER 1</u>
	LA RUE DRESSES, INC.	550 " "	SAMUEL KASS 498 7TH AVE.
	MARY LEE, INC.	530 " "	
	PARNIS-LEVINSON	" " "	<u>WEDNESDAY, NOVEMBER 3</u>
	<u>FRIDAY, OCTOBER 22</u>		BEN REIG CO. 498 7TH AVE.
	C.H.D. ROBBINS CO.	525 7TH AVE.	
	<u>MONDAY, OCTOBER 25</u>		<u>TUESDAY, NOVEMBER 9</u>
	WILLIAM BASS DRESS	530 7TH AVE.	ZUCKERMAN & KRAUS 512 7TH AVE.
	HERBERT SONDHEIM	" " "	

Friday Oct. 22 3:30 P.M. 4TH IN SERIES: WEEKLY COOKING LESSONS THE NAMM STORE, BROOKLYN 452 FULTON STREET COLONIAL ROOM, 3RD FL.
The theme of this week's lesson is "Get Your Points' Worth", telling women how to budget points and make them last longer. Speaker is Elsa Steinberger, home economist for Brooklyn Union Gas Company. Public welcome. Publicity: Rhoda Friedman, TR. 5-5700.

Friday Oct. 22 6:00 P.M. LATE EVENING FASHION SHOW JOHN WANAMAKER B'WAY AT 9TH STREET BUDGET FLOOR
For women who work and who must shop at night, Wanamaker's is showing coordinated fashions in low prices and complete sizes, so that a woman doesn't need to dash from floor to floor to get herself properly out-fitted for Winter. Press and public invited. Frances Patten, ST. 9-4700.

Saturday Oct. 23 10:30 A.M. "CALLING ALL GIRLS" MEETING AND FASHION SHOW THE NAMM STORE, BROOKLYN 452 FULTON STREET TEEN SHOP, 2ND FLOOR
The theme of this show is "Anti-Freeze", or keeping girls warm during winter with "kick-off" football fashions, clothes for fresh air frolics and darling date dresses, probably to warm up the boys. Guest of honor at this teen-age show will be Jack Kelk, who is "Homer" on the Henry Aldrich radio hour. Press and teen agers invited. Publicity: Rhoda Friedman, TR. 5-5700.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Oct. 23 2:30 P.M.	NAVY DAY PARADE Routed down Fifth Avenue from 96th to 62nd Streets. Reviewing stand, West side of Fifth Avenue at 67th Street.		
Beginning Saturday Oct. 23	OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)		
	<u>OCTOBER 23</u> ARMY-YALE at NEW HAVEN COLUMBIA-PENNA. at BAKER FIELD	<u>NOVEMBER 13</u> COAST GUARD ACADEMY-BROWN at PROVIDENCE COLUMBIA-NAVY at BAKER FIELD CORNELL-DARTMOUTH at BOSTON YALE-PRINCETON at NEW HAVEN	
	<u>OCTOBER 30</u> BROWN-PRINCETON at PRINCETON COLUMBIA-CORNELL at ITHACA DARTMOUTH-YALE at NEW HAVEN NAVY-NOTRE DAME at CLEVELAND PENNSYLVANIA-ARMY at PHILA.	<u>NOVEMBER 20</u> BROWN-ARMY at WEST POINT COLGATE-COLUMBIA at BAKER FIELD DARTMOUTH-PRINCETON at PRINCETON	
	<u>NOVEMBER 6</u> ARMY-NOTRE DAME, YANKEE STADIUM BROWN-YALE at NEW HAVEN COLUMBIA-DARTMOUTH at HANOVER NAVY-PENNSYLVANIA at PHILA.	<u>NOVEMBER 25</u> BROWN-COLGATE at PROVIDENCE CORNELL-PENNSYLVANIA at PHILADELPHIA	
		<u>NOVEMBER 27</u> ARMY-NAVY at WEST POINT	

Now
Going
On
Wednesdays
2:00 P.M.

NEW SERIES OF LECTURES
ON HOME COOKING
Cooking lessons and lectures on war-time meals given by Mrs. Oscar Chapin,
nutrition instructor of New York Chapter of Red Cross. Public invited.
Publicity: Frances Patten, ST. 9-4700.

JOHN WANAMAKER
B'WAY AT 9TH STREET
HOME STORE

WEEK BEGINNING MONDAY, OCTOBER 25, 1943

Monday Oct. 25- Oct. 27 On.....	30TH NATIONAL FOREIGN TRADE CONVENTION Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9 A.M. and last through after-dinner meetings. Registration fee: \$10. Con- tact: Mr. Lindsay Crawford, National Foreign Trade Council, WH. 4-5780.	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Oct. 25- Oct. 29	FILM ON WAR-TIME FOOD PROBLEMS "How To Get The Most Out Of Your Refrigerator," a film written to assist housekeepers with their war-time food problems, will be shown for one week three times daily. Also a booklet, "Wartime Suggestions", emphasizing all the points set forth in the movie and containing many recipes, will be dis- tributed to all attending. To reserve seats, contact: Mrs. Hayden, CH. 4- 2000, ext. 2249. Publicity: Etta Loughran, CH. 4-2000, ext. 3078.	R.H. MACY & CO., INC.	HERALD SQUARE HOME CENTRE BASEMENT
Monday Oct. 25 1:00 P.M. Luncheon	NEW "TREND HATS OF TOMORROW" AT LUNCH This is the first mid-season showing of millinery by Miss Garnell who is launching a new trend, "Hats of Tomorrow," inspired by the ancient Gothic and dedicated to the modern Gotham. Open to public. Luncheons from \$1.85. Press by invitation. Helene Garnell Publicity: Lydia Strate, PL. 3-9017. Director of Fashion Show: Mary Rice, PL. 3-4500.	HELENE GARNELL (40 E. 51ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 25 4:00 P.M.; 7:00 P.M.	FASHION DISPLAY COURSES OPEN Opening of both day and evening classes in Window and Counter Display. The Course is conducted in a studio equipped for experimentation, with instructors currently active in the profession. Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Monday Oct. 25	PREVIEW: SPRING AND SUMMER COLLECTION Press and Trade invited.	SACONY FASHIONS FOR S. AUGSTEIN & COMPANY Contact: Mr. Dorfman, WI. 7-2828.	1384 BROADWAY
Tuesday Oct. 26 10:30 A.M.	SPRING COLLECTION AND RESORT CLOTHES Buyers and Press invited.	HARSTON DESIGNED BY VIOLET FEIGEN Contact: WI. 7-3182.	530 SEVENTH AVENUE
Tuesday Oct. 26 12:00 Noon	FORMAL OPENING OF "WAVES AT WAR" EXHIBIT A spectacular and informative exhibit to spur enlistment of young women in the WAVES, this event is designed to be of general interest. The various activities of the WAVES will be demonstrated; also showing of original paintings of Navy posters; and official speakers, including Lieut. Comdr. Mildred McAfee. The display will continue until Sun., Nov. 7th, 11 A.M. to 8 P.M. with special features daily, and an unusual program for Navy Day, Oct. 27th. Preview, Tues., Oct. 26th, 12 Noon, by invitation. Contact: Nat'l Women's Council, PL. 9-6161.	NAT'L WOMEN'S COUNCIL, OF NAVY LEAGUE OF U.S.	INTERNATIONAL BUILDING ROCKEFELLER CENTER
Tuesday Oct. 26 12:30 P.M. Luncheon	ALL-INDUSTRY LUNCHEON MEETING Luncheon meeting of general interest to the industry, including number of discussions on new tax bill, wage and salary limitations, critical shortages of bottles and containers and other pertinent subjects. Price of luncheon, \$3.50. Contact: Mr. S. L. Mayham, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL WEDGWOOD ROOM
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON SHOWING OF ORIGINAL CLASSICS An individual Collection of original classics in custom type clothes, hand-knitted models, exclusive bags and accessories. Open to public. Luncheon, a la carte. Press by invitation. Henry a la Pensee Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	HENRY A LA PENSEE INC. (9 EAST 55TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 26 2:30 P.M.	LATER WINTER AND EARLY SPRING FASHION SHOW Presenting the spirit of 1944 in new clothes reflecting today's practicality (Postponed and tomorrow's helpfulness. Gaye, more cheerful dresses to offset the grim from 10/18) reality of these times. Hats by Eve Tartar (676 Madison Avenue). Press invited. Contact: Charles Armour, LO. 5-1622.	CHARLES ARMOUR	498 SEVENTH AVENUE
Tuesday Oct. 26- Oct. 27 4:00- 7:00 P.M.	OPEN HOUSE FOR MEMBERS, ALSO NEW EXHIBITS This is an invitation to visit the new quarters of the Museum and to view some new Russian costumes and other recent gifts of Asiatic origin. Members by invitation. Contact: Elizabeth Doran, PL. 3-7418.	MUSEUM OF COSTUME ART	18 EAST 50TH STREET
Beginning Tuesday Oct. 26	EXHIBIT: PAINTINGS BY ALEXANDRA PREGEL First American exhibition, will be on view for two weeks. Publicity: Evelyn Gerstein Associates, CI. 6-7632.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Oct. 27	INITIAL COLLECTION OF MILLINERY CREATORS' GUILD These advance Spring models of the Millinery Creators' Guild are in keeping with the voluntary conservation plan to conserve critical materials and insure fair distribution.	THE 8 MILLINERY CREATORS' OF MILLINERY GUILD SHOWROOMS	NEW YORK
	BERNICE-CHARLES	711 5TH AVE.	EDGAR J. LORIE, INC. 711 5TH AVE.
	HARRISON HATS	" " "	GERMAINE MONTABERT INC. " " "
	G. HOWARD HODGE	" " "	JEANNE TETE, INC. 20 W. 57TH ST.
	MIRIAM LEWIS		VOGUE HATS 711 5TH AVE.
Wednesday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW After dark fashions. Open to public. Luncheon a la carte. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 27 2:30 P.M.	RESORT AND SPRING COLLECTION Presentation of collection of sports dresses, costumes, coats. Press and Buyers invited. Contact: BR. 9-4020-21.	HANSEN BANG, INC.	498 SEVENTH AVENUE
Wednesday Oct. 27 6:30 P.M.	DINNER MEETING AND SPEAKERS' PROGRAM This is the first of four such dinner meetings occurring in January, March and May. This one will cover food and home equipment, with speakers such as Russell Varney, Standard Brands; Stanley Holme, General Electric Company and Chester Lang, V.P., General Electric. Members and friends invited. Price of dinner, \$2.50. Contact: Mrs. Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	ADVERTISING CLUB 23 PARK AVENUE
Wednesday Oct. 27 7:30 P.M.	DINNER-DANCE OBSERVANCE OF NAVY DAY In honor of the United States Navy and also the anniversary of the birthday of Theodore Roosevelt, the Navy League stages a big-time affair with many of its top-hats in attendance, including Admiral King, Commander-in-Chief, U. S. Fleet; Lt. Commander Mildred McAfee, director of the WAVES; Lt. General Holcomb, Commandant, U. S. Marine Corps and others. Admission, \$10. for dinner and dance, proceeds to be given to U. S. Navy Relief Funds. Saturday, October 23rd, at 2:30 P.M., there will be a Navy Day Parade down Fifth Ave. from 96th to 62nd Streets. For dinner-dance tickets, contact: Commander Charles Haan Jr., Committee Headquarters, 60 Wall Tower, BO. 9-7448.	NAVY LEAGUE OF UNITED STATES OF AMERICA	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Oct. 28- Oct. 29 9:00 A.M. Through Dinner	ANNUAL BUSINESS MEETING ON WAR-TIME PROBLEMS Several Washington executives including Harold Connett, War Production Board and Henry Spelman, Office of Civil Requirements, will address the Tanners group. There will be other speakers, authorities in the fields of leather, from source to consumer. Open to members of Council and allied trades. Contact: Mr. Nelson, BE. 3-0494.	TANNERS COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday Oct. 28- Oct. 29 9:30 A.M. On.....	CONFERENCE ON OFFICE MANAGEMENT This is a two-day conference on office managers and various office jobs whose scope has broadened during the war. Experienced persons will review the office scene today and will discuss problems and principles that face office managers tomorrow. Morale, efficiency, personnel, incentive and office relationships are part of this down-to-earth planning for office managers. Full conference fee to members, \$3; non members, \$5. Individual conferences priced accordingly. Contact: American Management, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 28 12:30 P.M. Luncheon	LUNCHEON MEETING OF RE- TAIL DISTRIBUTION GROUP Principle speaker: Colonel F. R. Kerr, Deputy Chief, Army Exchange Service, on "The Place of Army Exchanges in the Field of Retail Distribution." Luncheon, \$1.16. Contact: Louise Thion, Cigar Institute, LE. 2-2489.	AMERICAN MARKETING ASSOCIATION	SHERATON HOTEL LEXINGTON AT 37TH ST.
Thursday Oct. 28 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW Open to public. Luncheon, \$2.00. Press by invitaton. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.	WALTER FLORELL (28 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 28 1.00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Helene de Huene fashions will be shown in combination with Maximilian Furs (20 W. 57th St.). Open to public. Luncheon a la carte. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	HELEN DE HUENE (21 E. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 28 1:15 P.M.	LECTURE ON THE ART AND HISTORY OF GLOVE MAKING Edith M. Hummel, graduate of the University of Vienna, will talk on the art and history of glove making. Classes under Mrs. Hummel's instruction, open at the Traphagen Studios the following week. For complimentary ad- mission cards to lecture, contact: Dorothy Tyroler, CO. 5-2077.	EDITH M. HUMMEL	TRAPHAGEN SCHOOL OF FASHION, 1680 BROADWAY
Thursday Oct. 28 5:00 P.M. Tea	WHITE ELEPHANT BENEFIT-FETE 5th annual White Elephant Fete, given for the benefit of the Child Placing and Adoption Committee under direction of State Charities Aid Association. One of the oldest adoption agencies in the country, it furnishes a complete service for the care of homeless children and their placement in carefully investigated homes. Debutantes and public and charity shops contributing services and merchandise for event. Frank Sinatra will sing, and a group of this season's debutantes will conduct a lucky number event. Admission: \$1.50 and bundle of rummage. Publ.: Dorothy King and Adele Brown, PL.3-1940.	CHILD PLACING COMMITTEE	PIERRE HOTEL, BALLROOM 5TH AVE. AT 61ST ST.
Thursday Oct. 28 8:00 P.M.	ANNUAL MEETING Committees for the Board of Directors will be named, and War posters will be sponsored in response to the U.S. Treasury Dept. request, and code of fair trade practices discussed. Open to members. Contact: Miss Wiedenfeld, LO. 3-2992.	TEXTILE DISTRIBUTORS INSTITUTE, INC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Nov. 1 1:00 P.M. Luncheon	SPRING AND RESORT GOWNS AND HATS This former Paris creator, Reine, aided by Countess Grace de Mun, will pre- sent hats and gowns in the traditional smart style of Paris. Open to pub- lic. Luncheons from \$1.85. Press by invitation. Reine Publ.: Countess de Mun, PL. 3-0942. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	REINE INC. (4 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR The OPA in connection with this Fair, will stage a 4-day clinic. Harold Quimby, Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will attend. The Stevens Hotel in Chicago, preempted by the Army, is now back under private management. There will be no shoe dis- plays at the Stevens, only sleeping accommodations during period of Fair.	NATIONAL SHOE RETAIL- ERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 2	ELECTION DAY Big shopping day all over New York.		
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING Open to public. Luncheon a la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN (110 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 3 1:00 P.M. Luncheon	FALL FUR LUNCHEON The usual Tuesday at the Ritz held on Wednesday because of Election Day. Open to public. Luncheon a la carte. Press by invitation. Gunther Publ.: Viola Shefer, PL. 3-2117. Ritz: Marion Morrison, PL. 3-4600.	GUNTHER (666 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Nov. 4- Nov. 5	ANNUAL CONFERENCE Discussion on technical war-time packaging with reference to new technical developments resulting from changes in the war economy. Conference presided over by Joel Y. Lund, Pres., Packaging Institute and Vice-Pres., Lambert Pharmacal Co., St. Louis. Contact: MU. 2-2949.	PACKAGING INSTITUTE, INC.	NEW YORKER HOTEL 8TH AVE. at 34TH STREET
Beginning Saturday Nov. 6- Nov. 8 10:00 A.M. - 11:00 P.M.	10TH ANNIVERSARY CONGRESS To celebrate 10th anniversary of resumption of friendly relations between the U.S.A. and U.S.S.R. Beginning Saturday morning at 10 A.M. through Sunday evening, there will be talks, luncheons and panel discussions on public health, war-time medicine, science, education and general planning for post-war reconstruction in U.S.S.R. Also discussion on Soviet Trade Unions, the Soviet family system and a concert of Soviet music. This will culminate in a major mass meeting at Madison Square Garden, Mon., Nov. 28th, 7:30 P.M. Admission to discussions, \$1 students; \$2 public. Admission at Garden event Monday night, 55 cents to \$2.20. Contact: Congress of American-Soviet Friendship, 232 Madison Avenue, Room 1101, N.Y.C., MU. 3-2059.	NATIONAL COUNCIL OF AMER- ICAN-SOVIET FRIENDSHIP	NEW YORKER HOTEL AND MADISON SQUARE GARDEN
Saturday Nov. 6 10:30 A.M.	"TRICKS FOR TEENS" MEET- ING AND FASHION SHOW Fun and fashions for teen agers and their guests. Refreshments and novelty entertainment. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FL.
Monday Nov. 8- Nov. 9 10:30 A.M. Through Dinner	FALL PLASTICS MEETING A special exhibit of the war-time application of plastics, open only to members and registered guests. The Plastics Industry is 85% given over to the war effort. Thus, many of the exhibits have official Army and Navy authorization and the event will clearly show the war-time strides of the Plastics Industry. Nationally famous industrial leaders will address meeting. Open to all interested. Contact: John M. Weatherby, LE. 2-6057.	SOCIETY OF THE PLASTICS INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS Open to public. Luncheon. \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 8	WINTER AND SPRING RESORT COLLECTION One of America's oldest and most exclusive creators of original fashions for women, showing a group of travel and play clothes for whatever resort spots there are available in the United States. A de luxe shop whose prices have been leveled off to meet war-time budgets. Contact: BR. 9-7549.	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
Tuesday Nov. 9- Nov. 11	NATIONAL HOTEL EXPOSITION DISPLAY Manufacturers and suppliers of all hotel and restaurant equipment are displaying their wares, taking into consideration government restrictions.	NATIONAL HOTEL EXPOSITION	COMMODORE HOTEL LEXINGTON AT 42ND ST.
10:00 A.M.- 10:00 P.M.	Educational exhibits; also a national nutrition program and many other services of interest to officers, managers and purchasing agents of hotels, restaurants, clubs, hospitals, etc. Admission by registration. Contact: James F. Walsh, General Manager, Nat'l Hotel Exposition, CI. 7-0800.		
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE CREATIONS You can be sure of an exciting and flattering collection whenever Nicole fashions are shown. They will present new creations in hats, gowns, furs and accessories. Open to public. Luncheon a la carte. Press by invitation. Nicole Publicity: Viola Shefer, PL. 3-2117. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 9- Nov. 10 (Tentative)	FILM PRESENTATION OF RADIO IN SELLING The nation's retailers are invited to view in a film, a presentation of how radio advertising can help in retail selling. A scientific analysis has been made and dramatized, with comment, so that retailers may break down reservations they have had against radio as a selling agent. Showings will be held in 120 cities. New York is having its, on November 9th and 10th. Admission by invitation. Publicity: Walter Schneider, CI. 7-8300, ext. 121.	NATIONAL ASSOCIATION OF BROADCASTERS	????
Tuesday Nov. 9	NEWSSTAND DATE: VOGUE'S 50TH ANNIVERSARY ISSUE This is a valuable issue of Vogue to keep, containing a fashion cavalcade of the past half century and a projection of styles to come in the future. Full of ideas and suggestions. To capitalize and tie-up with this issue, contact: Constance Hope, PL. 3-3390 or Albert Kornfeld, MO. 4-7500.	VOGUE MAGAZINE CONDE NAST PUBLICATIONS	ON ALL NEWSSTANDS
Wednesday Nov. 10 9:30 A.M.	PRESS BREAKFAST SHOW- ING: COALTOWN FASHIONS Six girls, wives, sisters and sweethearts of coal miners in the Bituminous Coal area, will model clothes sold by the 21 hundred company stores who service families in the Bituminous area. (These stores do an annuam volume of 350 million dollars in apparel). Consequently, the clothes needs of the women who patronize them are important and those shown at preview should be an indication to local manufacturers of the taste and requirements of this particular group. Press, by invitation, to meet the "college board" of coaltown. These girls will probably be entertained during their week in New York by the New York Dress Institute, and may be guests of honor at the Fashion Group Monthly luncheon. Further facts on the last two events when details are worked out. Contact: Mr. Spencer Armstrong, Bituminous Coal Inc., 60 East 42nd St., MU. 2-8673.	STORES OF THE BITUM- INOUS COAL CO., INC.	PLAZA HOTEL 5TH AVE. AT 59TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Luncheon a la carte. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 10 1:00 P.M. Luncheon	HOLIDAY COLLECTION OF ORIGINAL HATS Luncheon, \$2. Press by invitation. Anita Andra Publicity: Viola Shefer, PL. 3-2117. Director of Fashion Shows: Mary Alice Rice, RE. 4-5900.	ANITA ANDRA (558 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Nov. 10 7:00 P.M.	DINNER HONORING THREE MEMBERS Members of the Millinery Industry are invited to do honor to Max Meyer, Dr. Paul F. Brissenden and Mrs. Richard J. Bernhard of the MSC, who have served the industry for the past 7 years. Installation of officers will take place at this testimonial dinner. Members of Millinery Industry invited. Contact: MSC, CH. 4-6547.	MILLINERY STABILIZA- TION COMMISSION	ASTOR HOTEL B'WAY AT 45TH STREET
Sunday Nov. 14- Nov. 18	OPENING SPRING FASHION WEEK There will be 110 manufacturers gathered under one roof for the convenience of visiting buyers. Early Spring trends in women's, misses, juniors and children's fashions and sportswear will be displayed. This promises to be a larger exhibit than usual because it combines resort and play fashions with out-and-out Spring fashions. Buyers and Press invited. Contact: O. J. Meinhardt, Biltmore Hotel, Los Angeles, California.	ASSOCIATED APPAREL MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.
Monday Nov. 15 1:00 P.M. Luncheon	MID-WINTER AND EARLY SPRING FUR STYLES Open to public. Luncheon from \$1.85. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	GERTRUDE MANO (16 W. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 16 1:00 P.M. Luncheon	LUNCHEON SHOWING: SMART SPORTS CLOTHES Fashion sportswear of the de luxe kind formerly obtainable only in Paris. Hats by Reine, Inc. Open to public. Luncheon, a la carte. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Marrison, PL. 3-4600.	KNIZE (20 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 16- Nov. 17	12TH ANNUAL FORUM The 12th forum of the New York Herald-Tribune with usual afternoon and evening sessions on both days will carry its usual galaxy of distinguished world personalities. The general subject and speakers to be announced later. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.	NEW YORK HERALD-TRIBUNE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Nov. 17 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 17 4:30 P.M.	HAIR FASHION PREVIEW A new Cold Ray masterpiece which means a new swing in hair fashion and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Nov. 17	ROMANTIC PAINTING IN AMERICA A large exhibit, including more than 200 paintings representing the work of 120 artists. Press and public invited. Contact: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 2ND FLOOR
Wednesday Nov. 17- Nov. 19	SPRING FASHION WEEK This event follows the Associated Apparel Manufacturers. 115 salesmen will show about 400 lines from both Eastern and Western manufacturers of women's and children's dresses, coats, suits, sportswear, accessories, infants' wear, etc. Also millinery. Contact: Bob de Grilla, Pacific Coast Travelers, Biltmore Hotel, Los Angeles, California.	PACIFIC COAST TRAVELERS	BILTMORE HOTEL LOS ANGELES, CALIF.
Thursday Nov. 18 4:00- 7:00 P.M.	PRESS COCKTAIL PARTY Beauty and Fashion Editors are invited to attend a cocktail party for Tangee Lipstick. It will be shown as a cosmetic coordinated with fashion. Press by invitation. Publicity: Laura Benham, WI. 2-3000.	TANGEE LIPSTICK	SAVOY-PLAZA HOTEL 5TH AVE. AT 59TH ST.
Monday Nov. 29 5:00 P.M. Cocktails, 5:45 P.M. Show	PRESS PARTY: "SIGNS OF THE FUTURE PARADE" A gala cocktail party and zodiacal show, to introduce the "Slip of Tomorrow," a fabric and fashion innovation by America's largest manufacturers of woven lingerie. Entertainment features: individual readings by Karma, astrologer. Press by invitation. Publicity: Betsy Anne Schellhase, MU. 4-5720.	THE BARBIZON CORPORATION	148 MADISON AVENUE (AT 32ND ST.) FL. 12A
Monday Nov. 29	SPRING MARKET WEEK More details later. Contact: Corset & Bra Association, GR. 5-0880.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	CORSET & BRASSIERE MARKET
Tuesday Nov. 30 1:00 P.M. Luncheon	EXCLUSIVE LINGERIE FASHIONS AT LUNCHEON Open to public. Luncheon a la carte. Press by invitation. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM

OUT-OF-TOWN FASHION MARKET DATES

Nov. 1.....Chicago Shoe Fair, Morrison Hotel, Chicago, Illinois.
 Nov. 4.....Second National Convention, National Federation, Fur Industry, Chicago.
 Nov. 8-11..Travel-Saving Shoe Show, Show Mfrs. of New England, Parker House, Boston.

DATES AHEAD

Oct. 27	NAVY DAY	(Wed.)
Oct. 31	HALLOWE'EN	(Sun.)
Nov. 2	ELECTION DAY	(Tues.)
Nov. 11	ARMISTICE DAY	(Thurs.)
Nov. 25	THANKSGIVING DAY	(Thurs.)
Dec. 22	1ST DAY OF WINTER	(Wed.)
Dec. 25	CHRISTMAS DAY	(Sat.)
Dec. 31	NEW YEAR'S EVE	(Fri.)

RED LETTER WEEKS

Oct. 24-31	NATIONAL APPLE WEEK
Oct. 31-11/6	GIRL SCOUT WEEK
Nov. 1-7	AMERICAN ART WEEK
Nov. 7-13	AMERICAN EDUCATIONAL WEEK
Nov. 7-14	FATHER AND SON WEEK
Nov. 14-20	BOOK WEEK
Nov. 22-12/25	CHRISTMAS SEAL CAMPAIGN
Dec. 8-15	NATIONAL BILL OF RIGHTS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday....PREMIERE: "PARIS AFTER DARK" (Movie) RIALTO THEATRE, 1481 BROADWAY
- Oct. 22 This is a 20th Century Fox picture starring Brenda Marshall, Philip Dorn and George Sanders. Fashions by Irene. Publ.: Jeannette Sawyer, CI. 6-0950.
- Tuesday....PREMIERE: "MANHATTAN NOCTURNE" FORREST THEATRE, 230 W. 49TH STREET
- Oct. 26 A play starring Eddie Dowling. Costumes by Natalie Barth. Publicity: Vince MacNight, BR. 9-1962.
- Tuesday....PREMIERE: VICTORY BELLES" MANSFIELD THEATRE, 256 W. 47TH STREET
- Oct. 26 Henry Adrian's production of a farce-comedy on the subject of the husband-shortage. Mabel Taliaferro, Barbara Bennett and Marie Gale head the cast. Gowns by Wilma Inc., under supervision of Edward de Forrest. Publicity: Marjorie Barkentin, PE. 6-9590.
- Thursday..PREMIERE: "TOP MAN" (Movie) LOEW'S STATE, B'WAY AT 46TH STREET
- Oct. 28 A Universal picture starring Susanna Foster, Donald O'Connor and Peggy Ryan. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.
- Saturday..PREMIERE: "THE IRON MAJOR" (Movie) GLOBE THEATRE, 1555 BROADWAY
- Oct. 30 An RKO film with Pat O'Brien, Leon Ames, Ruth Warrick and others. Costumes by Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Tuesday....PREMIERE: "OLD ACQUAINTANCE" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
- Nov. 2 A Warner Bros. movie starring Bette Davis, Miriam Hopkins and John Loder (Hedy LaMarr's husband). Costumes by Orry-Kelly. Publ.: Eva Siegel, CI. 6-1000.
- Thursday..PREMIERE: "THE NORTH STAR" (Movie) RKO PALACE AND VICTORY THEATRES, B'WAY AT 46TH
- Nov. 4 This is Samuel Goldwyn's big opus, written by Lillian Hellman and portraying the fighting spirit of small villages in Russia. Cast includes Ann Baxter, Walter Huston, Erich Von Stroheim, Ann Harding and others. Publicity: Rutgers Neilson, CO. 5-6500.
- Friday....PREMIERE: "PRINCESS O'ROURKE" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
- Nov. 5 This is a Warner Bros. movie of a mythical princess who comes to New York, meets reality and eventually romance. Star of picture is Olivia de Havilland, supported by Jane Wyman and Robert Cummings. Costumes by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.
- Friday....PREMIERE: "ARTISTS AND MODELS" BROADWAY THEATRE, B'WAY AT 52ND STREET
- Nov. 5 A new revue starring Jane Froman, Joe E. Lewis and others will be seen in New York under the production of Lou Walters and Monte Proser. Costumes by Katharine Kuhn. Publicity: Dick Maney, WI. 7-6939.
- Tuesday...."WE'RE ON THE WAY TO VICTORY", MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
- Nov. 9 A pageant with an all-star cast under sponsorship of A.F. of L. section of 8:30 P.M. N. Y. Labor War Chest. Written by Howard Fast and Peter Lyon, its theme is a bullet with a union label, symbolizing America's production forces fighting to destroy Fascism. Directed by Elia Kazan, this pageant has more than 300 players with the best-known Broadway names now currently appearing taking part. Publicity: Michael Mok, EL. 5-2590.
- Tuesday....ANNUAL "NIGHT OF STARS" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
- Nov. 16 Annual United Jewish Appeal production. Tickets, \$1.10 to \$16.50 from U.J.A., 8:30 P.M. Room 1114, 41 E. 42nd St., N.Y.C. Contact: Publ. Director, MU. 2-3320.
- Saturday..PREMIERE: "WINGED VICTORY" AIR FORCES SHOW 44TH STREET THEATRE, W. 44TH ST.
- Nov. 20 This is the new play which Moss Hart has written for production by the Air Forces with an all Air Corps cast and several women actresses. Publicity: Pvt. Bill Doll, CI. 6-5354.
- Monday OPENING NIGHT: METROPOLITAN OPERA CO. METROPOLITAN OPERA HOUSE
- Nov. 22- DIAMOND JUBILEE B'WAY AT 39TH STREET
- Apr. 8 The Opening of the Metropolitan Opera will present Moussorgsky's "Boris Godunoff" with Ezio Pinza in title role. Conducted by George Szell. This season, the 60th, will cover 20 weeks, presenting 10 revivals. Publicity: Constance Hope, PL. 3-3390.